

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



a51  
655

I sta/sk

# Inside Information

United States Department  
of Agriculture

Office of Information

Washington, D.C. 20250

VOLUME 9, NUMBER 2

February 1987

## INSIDE THIS "INSIDE"

Page

Public Information Officer with USDA's Extension Service dies suddenly.....	2
Duane Nelson, formerly with USDA's ES and FAS, dies in Albuquerque.....	2
Fourth in series of publications produced by ESCOP and CSRS is available.....	2
Chicago, Ill., and Washington, D.C., are sites of Ragan Report Workshops.....	2
New Mexico State University agricultural information seeks Department Head....	3
Three audioconference training sessions on videoconferencing being held.....	3
Agricultural speechwriters hear from pros at ACE speechwriting workshop.....	3
Agricultural Research Service has two Public Affairs Specialist openings.....	4
Several upcoming satellite programs will be sponsored by Extension Service....	4
Agricultural Marketing Service seeks Supervisory Public Affairs Specialist....	5
Charles Dana Bennett, 'Washington Farm Reporter' editor, dies Feb. 15.....	5
NASA Public Affairs Officer gives AG Communicators story on 'Unlaunched' Plan..	6
North Central Regional ACE Conference to be held in West Lafayette, Indiana....	6

RECEIVED  
FEB 15 1987  
U.S. DEPT. OF AGRICULTURE  
LIBRARY

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to all offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of each month for distribution to all offices, including those which do not have access to the electronic mail network. Any items, comments or inquiries should be sent to Denver Browning, editor, Special Programs Division, Office of Information, U.S. Department of Agriculture, Room 536A, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058.

## PUBLIC INFORMATION OFFICER WITH USDA'S EXTENSION SERVICE DIES SUDDENLY

Roy A. Carter, an Extension Service public information officer, died of cardiopulmonary arrest on January 23. He was 65.

A native of New York City, Carter had worked for USDA since 1970. (2/5)

-----

## DUANE NELSON, FORMERLY WITH USDA'S ES AND FAS, DIES IN ALBUQUERQUE

Duane Nelson, formerly of USDA's Extension Service and Foreign Agricultural Service, died of bone cancer in Albuquerque, New Mexico, on Jan. 19.

After working for USDA, Nelson was with Michigan State University and New Mexico State University.

Nelson's funeral was held in Juniata, Nebraska. (2/5)

-----

## FOURTH IN SERIES OF PUBLICATIONS PRODUCED BY ESCOP AND CSRS IS AVAILABLE

"Research Dynamics--The Base Program of Research in the State Agricultural Experiment Stations," is the fourth in a series of publications produced by the Experiment Station Committee on Organization and Policy (ESCOP) and the Cooperative State Research Service (CSRS).

Others in the series described the structure of the State Agricultural Experiment Stations and the planning and identification of research agenda.

Copies are available by sending a self-addressed label to: Fennie A. Tolver, CSRS, USDA, Room 430-A, 14th & Independence Ave., S.W., Washington, DC 20250. (2/5)

-----

## CHICAGO, ILL., AND WASHINGTON, D.C., ARE SITES OF RAGAN REPORT WORKSHOPS

A series of workshops, sponsored by the RAGAN REPORT, will be held in Chicago, Illinois, and Washington, D.C.

Workshops and dates are as follows:

In Chicago: "How to write a speech," March 9-10, "Advanced writing and editing," March 11, and "Do-it-yourself designer," March 12-13. The workshops will be held at the Knickerbocker Hotel, 163 E. Walton Place.

In Washington: "How to write a speech," March 23-24, "Advanced writing and editing," March 25, and "Do-it-yourself designer," March 26-27. The workshops will be held at the Mayflower Hotel, 1127 Connecticut Ave., N.W.

Each workshop begins at 8:30 a.m. and ends at 5 p.m.

For further information or to register, call Jan Smith or Joanne Zappala at (312) 922-8245 between 9 a.m. and 5 p.m. (2/5)

-----



## NEW MEXICO STATE UNIVERSITY AGRICULTURAL INFORMATION SEEKS DEPARTMENT HEAD

New Mexico State University's College of Agriculture and Home Economics is seeking an Agricultural Information Department Head. NMSU's Agricultural Information is a full service information department including a print shop, publications area, graphics, photography, video production unit, radio, TV, AV and related services. It serves a state-wide clientele.

A Bachelor's degree in a related field is required; a Master's desirable.

Contact: Jeanne Gleason, Chairman, Screening Committee, Box 3AI, NMSU, Las Cruces, NM 88003. Telephone (505) 646-2701.

Closing date is April 15.

-----

## THREE AUDIOCONFERENCE TRAINING SESSIONS ON VIDEOCONFERENCING BEING HELD

The USDA Teleconference Center of USDA's Office of Information, Video and Film Division, is offering three audioconference training sessions on videoconferencing for USDA telecommunications and communications staff in Washington, D.C. and field offices.

1. "The Non-Technical How-To's For Downlinking Satellite Video At Your Site Or Somewhere Else, Whether You Have A Satellite Dish Or Not." Date: Wednesday, February 25. Time: 2:30 to 3:30-4 p.m. Eastern Time. Resource speakers: La Rene Tondro, Director, Washington, D.C., Bonneville Satellite and Gene Allen, Videoconference Producer, Oklahoma State University, plus a county Extension agent who will explain what the downlink process is like at a USDA field site.

2. "The Technical How-To's Of Setting Up A Field Video Downlink Site." Date: Friday, February 27. Time: 2:30 to 3:30-4 p.m. Resource speakers: John Arslanian, Senior Project Engineer, NASA, Goddard Space Flight Center; David Green, Director of Marketing, Videostar Connections; and Jim Knickle, Director of Government Marketing, Private Satellite Network.

3. "The Technical How-To's of Setting Up A Field Video Uplink Site." Date: Wednesday, March 4. Time: 2:30 to 3:30-4 p.m. Resource speakers: Same as session 2.

To register and get your teleconference bridge number, call Betty Fleming, at (202) 447-5368, or Dialcom mailbox AGR016. Only those listed will be allowed to join the session requested. If you find you have to cancel out, please allow the Teleconference Center enough lead time to notify someone else. Spaces are limited. (2/5)

-----

## AGRICULTURAL SPEECHWRITERS HEAR FROM PROS AT ACE SPEECHWRITING WORKSHOP

"Speaking Out With Excellence--How to Take the Pain Out of Speechwriting" was the topic discussed at the January teleconference workshop sponsored by the Agricultural Communicators in Education (ACE), Washington D.C. Region.

"Speechwriting is different from all other forms of writing and it is not the easiest task to do," says Bob Norton, Office of the Secretary. "While there is pain in speech writing, it is fun to have written a speech, have a

(more)

speaker like your style and deliver the speech as you wanted it delivered, and have the audience feel good about it."

Norton took part on a panel chaired by Gerri Schumacher, Information Chief, USDA's Foreign Agricultural Service (FAS). The panel also included Linda Russell of USDA's Forest Service and Maureen Quinn of FAS.

Over 40 agriculture speechwriters attended the workshop, including two agencies bridged into the workshop via telephone.

The important role of the speechwriter in the overall operation of the agency was emphasized. "I look at speechwriters as the Christian Dior of the public affairs world," said Russell. "Basically, we are custom tailoring something for a person."

"In speechwriting you write for the ear not the eye," said Quinn, who elaborated on building the speech. "Keep in mind the attention span of the audience--this allows you to repeat the point you want to convey to them.

"Weave the point throughout the speech, make it sing," she advised the group. "Make it conversational."

What goes into writing a speech was covered from its organization to the follow through after it is given. In addition, two valuable handouts developed by the Forest Service, "A Guide To Speechwriting" and "Speaking Out With Excellence: A Guide To Public Speaking," were distributed. Copies of the handouts are available by contacting Linda Russell at (202) 475-3782. (2/5)

-----

#### AGRICULTURAL RESEARCH SERVICE HAS TWO PUBLIC AFFAIRS SPECIALIST OPENINGS

USDA's Agricultural Research Service has two openings for public affairs specialists. A GS-1035-9 (ARS-H27-035) with promotion potential to GS-12, is being readvertised to broaden the area of consideration to governmentwide.

Also available is a GS-1035-11 (ARS-H27-0340) with promotion potential to GS-12, for planning, preparing and coordinating current information activities for news media, organizations and other groups. It includes writing news releases and feature articles, and maintaining liaison with newspaper and magazine representatives.

Both positions are located in the Current Information Branch located in Beltsville, Md.

Contact: Roberta Saah, (301) 344-2701, USDA, ARS, Personnel Division, Personnel Operation Branch, Room 123, Bldg. 003, BARC-West, Beltsville, MD 20705.

Closing date for both positions is February 17. (2/9)

-----

#### SEVERAL UPCOMING SATELLITE PROGRAMS WILL BE SPONSORED BY EXTENSION SERVICE

Following are several upcoming satellite programs being provided by USDA's Extension Service:

February 17 -- 11 a.m. to 12 noon (Central Time), "Home Economics Update #2." Dealing with a variety of helpful subjects. Marilyn Burns, Oklahoma State University, in charge. WESTAR IV Channel 6 Vertical. Contact: Miss DeLavon Scott at (405) 624-6886.

(more)



February 17 -- 7 p.m. to 8:30 p.m. (Central Time), "Pork Today." A joint effort by Oklahoma staffers Bill Luce, Fred Ray, and Barbara Brown to present information for both pork producers and consumers. WESTAR IV Channel 18 Vertical. Contact: Miss Scott at (405) 624-6886.

February 23 -- 7:30 p.m. to 9:30 p.m. (Central Time), "Alternative Crops." Kansas staff in charge. There will be individual segments on the crop areas and economics. SPACENET 1, Transponder 1, Channel 1. Contact: Jack Burke at (913) 532-5804.

February 25 -- 2:35 p.m. to 5:35 p.m. (Eastern Time), "Midcourse Corrections in Agricultural Policy." University of Maryland in cooperation with Oklahoma State University, Extension Service-USDA, National Public Policy Extension Committee, National Center for Food and Agricultural Policy, Farm Foundation. Program includes panels featuring Senator Tom Harkin, Iowa; Senator Rudy Boschwitz, Minnesota; Dean Kleckner, President, American Farm Bureau; Cy Carpenter, President, National Farmers Union; Robert Thompson, Assistant Secretary of Agriculture for Economics; and several members of land-grant universities. WESTAR IV 6D. Contact co-chairs: Earl Brown, (301) 454-6146 or Fred Woods, (202) 447-5633. For technical information, contact: Kathy DeMarco at (301) 454-3623. (2/9)

-----

#### AGRICULTURAL MARKETING SERVICE SEEKS SUPERVISORY PUBLIC AFFAIRS SPECIALIST

USDA's Agricultural Marketing Service is seeking candidates to head its public affairs/information staff. Applications for the GM-1035-13/14 position will be accepted through March 2.

As director of the AMS information staff, the incumbent will be responsible for planning, coordinating and evaluating the agency's national public information program. The director also serves as AMS' Freedom of Information Act and Privacy Act officer.

Candidates must meet full requirements of the Federal handbook for the GS-1035 (public affairs specialist) series. One year of experience must have been comparable to the next lower grade level in Federal service. A current performance appraisal will be required.

Applications, or requests for further information, should be submitted to AMS, PED, EPB, Room 1726-South Building, U.S. Department of Agriculture, Washington, DC 20250. Telephone number is (202) 447-5209. (2/18)

-----

#### CHARLES DANA BENNETT, 'WASHINGTON FARM REPORTER' EDITOR, DIES FEB. 15

Charles Dana Bennett, an unofficial advisor to several secretaries of agriculture, died of an aneurysm on Feb. 15.

Bennett, along with his wife, Edith, found the Foundation for American Agriculture in 1945 to provide a forum for agricultural leaders. He also founded the Farm Film Foundation which distributed educational films to schools and farm organizations.

A public relations director for Gov. George Aiken of Vermont in 1940, Bennett had been an unofficial adviser to former secretaries of agriculture Ezra Taft Benson, Earl Butz, John R. Block, and current secretary Richard E. Lyng.

Bennett was editor of the WASHINGTON FARM REPORTER, and public relations director for the National Grange from 1942 to 1945.

-----

## NASA PUBLIC AFFAIRS OFFICER GIVES AG COMMUNICATORS STORY ON 'UNLAUNCHED' PLAN

Leon Perry, a National Aeronautics & Space Administration (NASA) public affairs officer for the Office of Space Science and Applications, recently shared with other government communicators his analysis of NASA's difficulties encountered with the media during the January 1986 Challenger disaster.

At a February luncheon sponsored by the Washington, DC Region of Agricultural Communicators in Education, Perry described what he experienced during this disaster. Although a catastrophe such as this is difficult to foresee, he says, "public affairs professionals must prepare for the unexpected. Information should be released as soon as it is known."

NASA is a unique agency, scrutinized by the media as well as the public. NASA's slightest errors get international attention.

Failing to implement the "contingency plan" resulted in the press receiving no information and becoming "hysterical." The incredibly large number of Freedom of Information Act and other requests that came flooding in overwhelmed NASA. "Bloodthirsty" reporters wrote misleading articles. The facts were not getting out to the public.

Perry said public affairs professionals and communicators can learn from this tragic incident. He said, "Keep the media informed. A bad situation can only get worse if the facts remain hidden." The American public must be made to realize that the shuttle program is in the experimental stages, Perry said. It is not a "joy ride" to outer space. He added that promoting a program to win support is important, but the public should know that the threat of danger is real.

An information "contingency plan" must be implemented to work. Unfortunately for NASA, they had a great plan that never "took off." (2/18)

-----

## NORTH CENTRAL REGIONAL ACE CONFERENCE TO BE HELD IN WEST LAFAYETTE, INDIANA

"Make A Difference," is the theme of the North Central Regional Agricultural Communicators in Education Conference to be held in West Lafayette, Indiana, on March 22-24.

Conference sessions will focus on making a difference in our clientele, our institutions, and ourselves. "Intensive workshops, speakers, seminars, panels, and demonstrations will help us understand our present situation, encourage us to learn from others, and broaden and hone our skills and expertise so that we can better communicate in this current agricultural era," says Donna Toeppe, general chairman of the conference.

The conference site will be Stewart Center at Purdue University.

For more information, contact: Donna Toeppe, General Chairman, ACE Regional Conference, Department of Agricultural Communication Service, Agricultural Administration Building, Purdue University, West Lafayette, IN 47907.

(2/18)

-----





